

Office of Tourism & Economic Development

Metrics Dashboard

MONTH | AT-A-GLANCE - November 2025

Displays comparative figures from the prior year.

Web Trends

VisitMarylandsCoast.org

Visitors



10,150

4,093

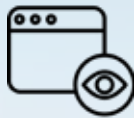
Time on Site



:22

:46

Page Views



15,094

10,167

ChooseMarylandsCoast.org

Visitors



1,695

346

Time on Site



:05

:15

Page Views



1,887

505

Newsletters

Tourism: Tis The Season

Recipients



191,205

154,402

Open Rate



8.9%

2.4%

Click Thru Rate



.13%

.15%

Ec. Dev.: Close Out 2025...

Recipients



1,484

1,531

Open Rate



34.9%

10.3%

Click Thru Rate



2.52%

4.2%

Social Media Reach



x2

700,437

31,298



16,649

6,273



304

1,044



907

55,612

Top Social Posts



Christmas Parade List shared on 11/17 had 994 interactions and 180k views.



The Julia A Purnell Museum reopening posted on 11/1 received 5,705 views and had 83 interactions.

Visitor Information

Welcome Center Guests



19,751

18,785

Bus Quantity



5

6

Guide Requests



721

-

Advertisements

No ads were placed this month.

Blogs

November 4:
OCMD Indoor and Outdoor Family Fun in late fall

November 4:
Thanksgiving in Ocean City, MD...

November 8:
How Worcester County Balances Growth with Nature and Community

November 25:
Worcester County, MD's Year of Growth: Elevated Dining...



Highlights

This month, our department attended the Maryland Tourism & Travel Summit in College Park, where our office was honored with the Best Website Award for our collaboration on the Chesapeake Country All-American Road. In addition, Michele was recognized as Tourism Ambassador of the Year.

Staff also participated in the Maryland Heritage Summit and the Rural Summit Conference, both of which provided valuable opportunities for learning, professional development, and networking.

We were also excited to celebrate and welcome several new businesses to the county, including Unstoppable Joy in Berlin, and the Purnell Museum in Snow Hill.